

710	700	720	730	Reduce	Local Skills
Market Share	Revenue	Costs			Design / Development
0.4	0.4				Test
0.5	0.5				Maintenance / Support
0.4	0.4				Integration
0.5	0.5				Prog. Language - C
0.6	0.6				Prog. Language - C++
0.5	0.5				Prog. Language - Java
0.5	0.5				OS - Windows
0.6	0.6				OS - Linux
0.6	0.6				OS - AIX
0.6	0.6				Language - English
0.5	0.5				Language - Chinese
0.5	0.5				Language - Japanese
Overall Marketplace					
0	0	0			WW Market Opportunity
0	0	0			WW CGR
0.2	0.2	0.1			WW Market Share
Geography Marketplace					
0.2	0.6	0			Market Opportunity
0.2	0.6	0			Market CGR
0	0.9	0.1			Market Share
Geography Environment					
0	0.1	0.7	731		Personnel Cost
0	0.1	0.7			General Business Cost
0.1	0.1	-0.7	732		Attrition (1=Highest)
0.4	0.4	0.5			Growth Rate
Product Sales / Delivery					
0.4	0.6	-0.3			Share Integration, Support, and Sales Force
0.6	0.4	0.8			Share Business Partners
0.7	0.5	0.8			Share Spiral Partners
Competitors Strength					
740	-0.3	-0.3	-0.2		WW
750	-0.7	-0.7	-0.3		In Geography Market
0.5	0.5	0.3			Ingrained in competitive technology

FIG. 7